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McCall's

Laurie Evans
Account Manager
212-463-1273

August 25, 1992

Mrs. Karen Marryshow
Media Analyst
Philip Morris USA
120 Park Avenue
New York, N.Y. 10017

RE: McCALL'S/PHILIP MORRIS 1993 FRANCHISE POSITIONS

Dear Karen,

The attached provides ***Philip Morris'*** 1993 franchise positions as well as closing date information for ***McCall's*** Magazine. This information was presented to Inga Lambert at *Leo Burnett*.

I'd like to take this opportunity to thank ***Philip Morris*** for contributing to ***McCall's*** success in 1991 (***McCall's*** was up 7.2% in ad pages, the only women's service magazine to show an increase) and for your support in 1992 (***McCall's*** is up 11.1% Jan-Sept '92 issues). I look forward to a successful 1993.

Please call with any questions.

Warmest regards,

Laurie Evans
Account Manager

LE/lms

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110 Fifth Avenue, New York, NY 10011 Fax 212-463-1269

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McCall's

1993 PHILIP MORRIS FRANCHISE POSITIONS

McCALL'S

ISSUE	FRANCHISE POSITION
FEBRUARY 1993	3rd Cover
MARCH	3rd Cover
APRIL	Personal Style
MAY	3rd Cover
JUNE	3rd Cover
JULY	Personal Style
AUGUST	3rd Cover
SEPTEMBER	3rd Cover (not guaranteed)
OCTOBER	Personal Style
NOVEMBER	3rd Cover
DECEMBER	Personal Style
JANUARY 1994	Personal Style

Personal Style - if available

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